



U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy

EERE Web Site Year-End Report FY08

www.eere.energy.gov

Prepared for

**The U.S. Department of Energy
Office of Energy Efficiency and Renewable Energy**

by

The National Renewable Energy Laboratory

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1 EERE Web Site Statistics

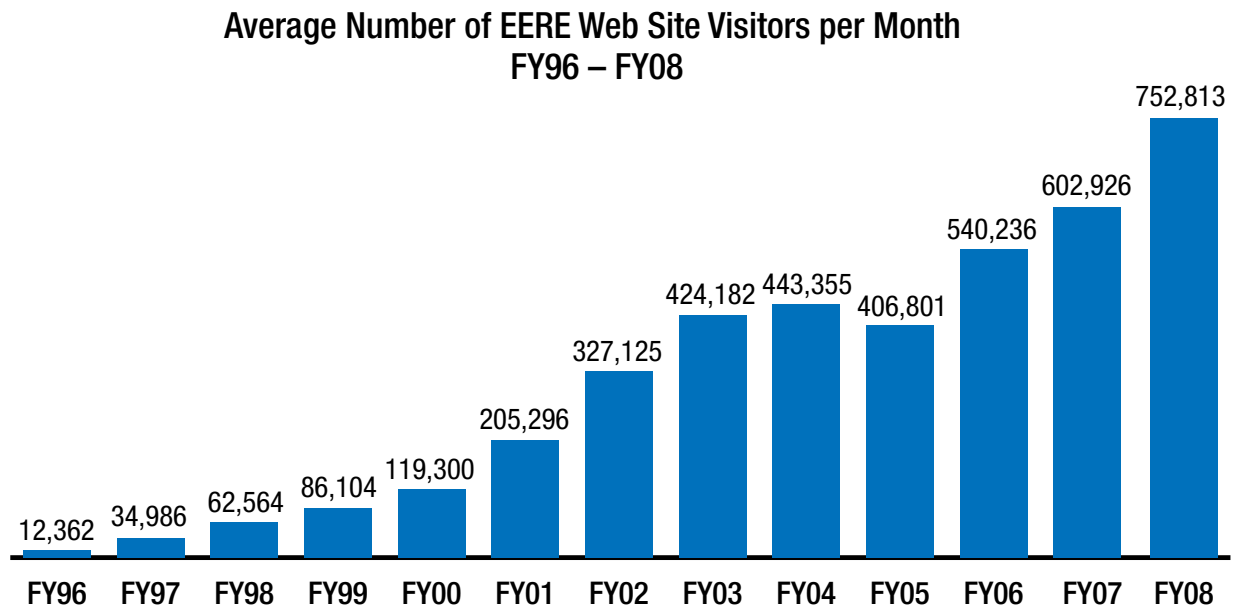
The EERE Web site is made up of more than 42,000 files and 125 Web site areas, which together saw more than 9 million visitors in fiscal year 2008 (FY08). Statistics are one of the ways to measure the activity on the pages and site areas that make up the EERE Web site, and to identify the content that is receiving the most visitors. Through statistics, we are able to see which site areas and pages on the EERE Web site are the most popular, what searches are driving users to EERE from commercial search engines, and what sites are referring visitors to our site, all of which help form a picture of what EERE's visitors are interested in and why they are visiting the site.

This section includes:

- Average Number of EERE Web Site Visitors
- Top 20 Web Site Areas on the EERE Web site
- Top 20 Web Pages on the EERE Web site
- Top 20 Search Engine and Web Page Referrals
- Top Search Phrases and Metrics

1.1 Average Number of EERE Web Site Visitors

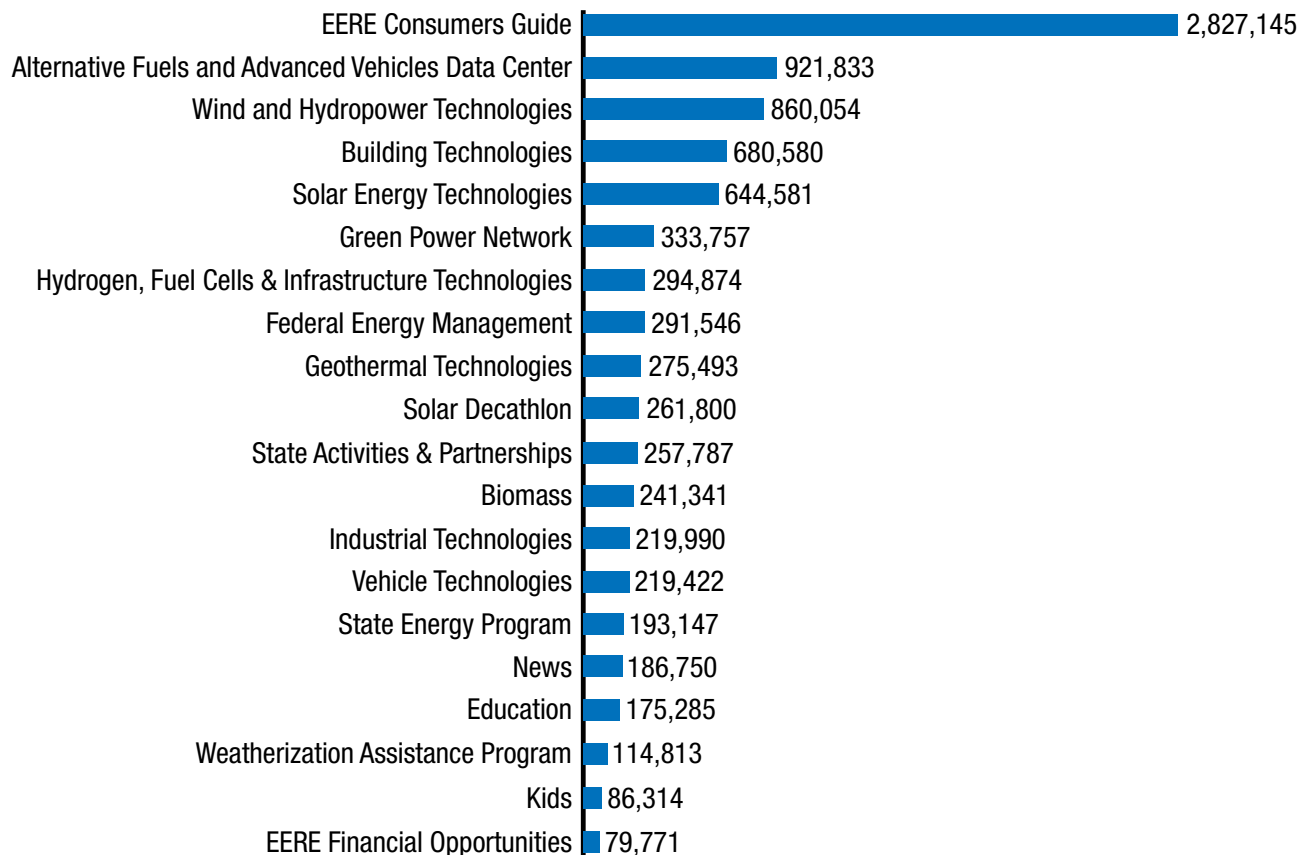
This graph shows the average number of visitors, per month, who visited the EERE Web site in FY08. The number has continued to steadily increase over time, with an increase of an average of 150,000 visitors per month when compared to FY07.



1.2 Top 20 Web Site Areas

The EERE Web site consists of 125 site areas. Web site areas are specifically funded groups of pages that are divided along the EERE programs and information areas. As in past years, the EERE Consumer site area continues to be the most visited area in the EERE Web enterprise.

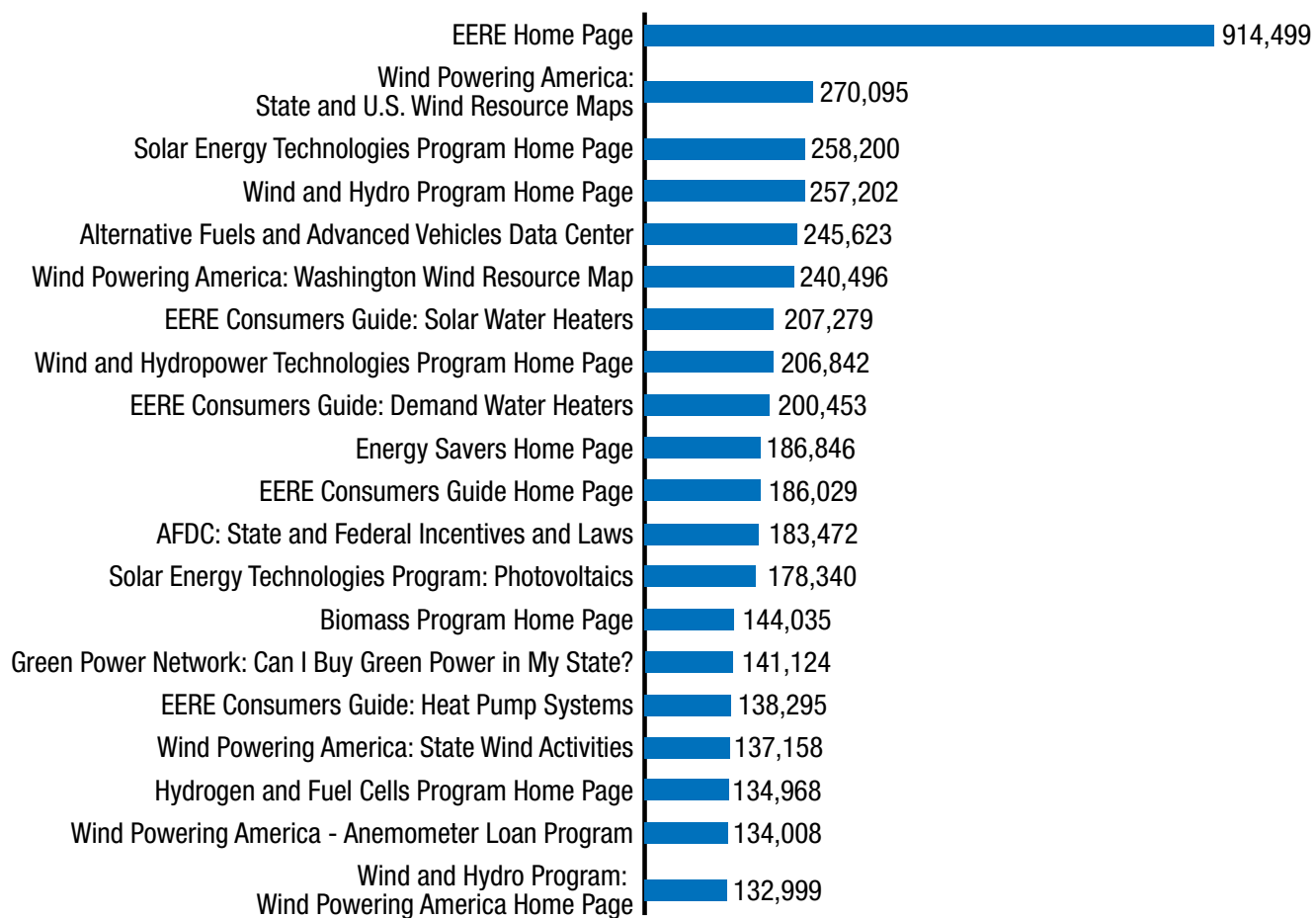
Top 20 EERE Web Sites - Total Number of Visitors October 1, 2007 - Sept. 30, 2008



1.3 Top 20 Web Pages

While the top 20 Web site areas refer to groups of pages on the EERE Web site, the top 20 Web pages show the 20 most visited individual Web pages. As the entry point for most visitors to EERE, the EERE home page continues to be the most visited page in the EERE Web enterprise, as it has been in years before.

Top 20 EERE Web Pages - Total Number of Visitors October 1, 2007 - Sept. 30, 2008



1.4 Top Search Engine and Web Page Referrals

There are two ways visitors reach the EERE Web site. One way visitors can reach the site is to directly go to the EERE Web site by typing an EERE URL directly into their browser or accessing EERE via a bookmark, e-mail link, or other direct link. This is called “direct traffic,” and 1,649,287 users, or 13.61% of all of EERE’s FY08 traffic, accessed the site in this way.

The other way users reach EERE is by referring pages—sites or search engines with links to EERE. Referrer statistics tell us what pages visitors were on before they visited EERE. In FY08, nearly 50% of referrals came from the search engines and Web sites listed below.

1.4.1 Top 20 Search Engine Referrers

These are the top 20 search engines that directed traffic to the EERE Web site in FY08.

The top 20 search engines were responsible for 45.47% of referrals to EERE in FY08.

Site Name	# of Referrals	Web site
1. Google USA	3,837,564	http://www.google.com/search The #1 referrer is the Google USA search engine. It is responsible for 31.66% of all referrals to the EERE Web site in FY08
2. Yahoo USA	477,568	http://search.yahoo.com/search Yahoo's search engine was the #2 referrer. It was responsible for 3.94% of all referrals to EERE in FY08
3. Google USA Image Search	249,790	http://images.google.com/imgres
4. Google Canada	137,991	http://www.google.ca/search
5. MSN Windows Live Search	130,110	http://search.msn.com/results.aspx
6. Google UK	106,372	http://www.google.co.uk/search
7. MSN Windows Live Search	98,134	http://search.live.com/results.aspx An alternate URL for Microsoft's commercial Web search engine
8. U.S. Department of Energy Search	86,830	http://search.doe.gov/search
9. America Online Search	79,633	http://aolsearch.aol.com/aol/search
10. Google India	63,328	http://www.google.co.in/search
11. Google Australia	52,450	http://www.google.com.au/search
12. Ask.com	29,728	http://www.ask.com/web
13. Google Custom	28,420	http://www.google.com/custom Customizable version of Google.
14. Comcast.net Search	21,330	http://search.comcast.net/
15. Google Spain	19,611	http://www.google.es/search
16. Google Toolbar Search	19,273	http://www.google.com/hws/search This appears to be a version of the Google Toolbar.
17. Google Germany	19,200	http://www.google.de/search
18. Google Italy	18,846	http://www.google.it/search
19. America Online Search	18,846	http://www.google.it/search Alternate URL for America Online's search engine
20. Google Image Search Canada	17,119	http://images.google.ca/imgres

1.4.2 Top 20 Web Page Referrers

The following list contains the top 20 Web pages that directed users to the EERE Web site.

These 20 Web pages were responsible for 3.95% of referrals in FY08.

Site Name	# of Referrals	Web site
1. Database of State Incentives for Renewables and Efficiency (DSIRE): Federal Incentives Database	116,963	http://www.dsireusa.org/
DSIRE links extensively to the EERE Web site from its state incentive database. All of the states in the database have links to various EERE programs, especially the AFDC (http://www.afdc.energy.gov/afdc/incentives_laws.html), the Green Power Network home page, and Wind Powering America home page.		
2. Fuel Economy.gov: Flex-Fuel Vehicles	54,685	http://www.fueleconomy.gov/feg/flextech.shtml
This page discusses flex-fuel vehicles that run on E85 ethanol. It links to the AFDC E85 fueling station locator (http://www.afdc.energy.gov/afdc/ethanol/ethanol_locations.html) and the AFDC flexible fuel vehicle cost calculator (http://www.afdc.energy.gov/afdc/progs/cost_anal.php?0/E85/).		
3. ENERGY STAR	51,632	http://www.energystar.gov/index.cfm
This is the root URL for the ENERGY STAR site. All referrals from EERE links on the ENERGY STAR site roll up into this URL.		
4. PoweredGenerators.com	28,256	http://www.poweredgenerators.com/wind-power-generators.html
PoweredGenerators includes links to Wind Powering America: How Do I Get Wind Power page (http://www.windpoweringamerica.gov/getting_wind.asp) and the Wind Powering America Wind Maps (http://www.windpoweringamerica.gov/wind_maps.asp).		
5. EnergySavers.gov: Home Owners	19,582	http://www.energysavers.gov/homeowners.html
The Home Owners page included links to: <ul style="list-style-type: none"> • BTP: Energy Solutions for Your Home • Consumer: Home Page • Energy Savers Tips: Home Page 		
6. Fuel Economy.gov: New Energy Tax Credits for Hybrids	18,628	http://www.fueleconomy.gov/feg/tax_hybrid.shtml
This page describes the tax credits available for hybrid cars and links to AFDC's State and Federal Incentives and Laws (http://www.eere.energy.gov/afdc/incentives_laws.html)—the 12th most popular site area on the EERE Web site.		
7. National Renewable Energy Laboratory: Solar Energy Basics	16,818	http://www.nrel.gov/learning/re_solar.html
This solar basics page links to the Solar Technologies Program home page, and the following EERE pages: <ul style="list-style-type: none"> • Consumer: Small Solar Electric Systems • Consumer: Solar Water Heaters • Consumer: Passive Solar Home Design 		

Site Name	# of Referrals	Web site
8. Fuel Economy.gov: Home Page	15,301	http://www.fueleconomy.gov/
This page links to the EERE home page and the AFDC E85 Fueling Station Locator (http://www.afdc.energy.gov/afdc/ethanol/ethanol_locations.html).		
9. U.S. Department of Energy: Homes	15,276	http://www.energy.gov/energyefficiency/homes.htm
This page on residential homes links to the home pages of EERE, the Building Technologies Program, and Consumer Guide.		
10. U.S. Department of Energy: Your Home	15,016	http://www.energy.gov/yourhome.htm
<p>This resource for consumer homes on the U.S. Department of Energy's Web site links to:</p> <ul style="list-style-type: none"> • Consumer: Apartments • Consumer: Shopping for Energy-Efficient Appliances and Home Electronics • Consumer: Your Home • Energy Savers Tips: Home Page • Energy Savers Tips: How to Read the EnergyGuide Label • Energy Savers Tips: Major Appliance Shopping Guide • Energy Savers Tips: Save Energy and Money Today • Energy Savers Tips: Your Home's Energy Use • BTP: Building America • BTP: Builders Challenge: Builders • BTP: Builders Challenge: Homebuyers • BTP: Energy Efficiency Pays (PDF) • BTP: Residential Buildings: Energy Efficient Building Practices 		
11. Fuel Economy.gov: Alternative Fuels	14,981	http://www.fueleconomy.gov/Feg/current.shtml
This page provides an overview of different types of alternative fuels. It includes links to AFDC's Alternative and Advanced Fuels page (http://www.afdc.energy.gov/afdc/fuels/index.html) and the AFDC Alternative Fuel Price Report (http://www.afdc.energy.gov/afdc/price_report.html).		
12. U.S. Department of Energy: Solar	14,307	http://www.energy.gov/energysources/solar.htm
<p>This page on the U.S. Department of Energy's Web site links to the EERE home page and the following pages on the Solar Energy Technologies Program:</p> <ul style="list-style-type: none"> • Solar Energy Technologies Program: Home Page • Solar Energy Technologies Program: Concentrating Solar Power • Solar Energy Technologies Program: Photovoltaics • Solar Energy Technologies Program: Solar Heating 		
13. National Renewable Energy Laboratory: Wind Energy Basics	13,834	http://www.nrel.gov/learning/re_wind.html
<p>This page provides an overview of wind energy technologies and links to:</p> <ul style="list-style-type: none"> • Consumer: Exploring Ways to Use Wind Energy • Consumer: Wind Power Animation • Wind and Hydropower Technologies: Home Page • Wind and Hydropower Technologies: How Wind Turbines Work • Wind Powering America: Wind Resource Maps 		
14. Fuel Economy.gov: Electric Vehicles	13,625	http://www.fueleconomy.gov/feg/evtech.shtml
This page on Fuel Economy.gov provides an overview of electric vehicles and links to the AFDC Electric Vehicles page (http://www.afdc.energy.gov/afdc/vehicles/electric.html).		

Site Name	# of Referrals	Web site
15. U.S. Department of Energy: Home Energy Savers: Tips	12,942	http://www.energy.gov/energyefficiency/index.htm
This educational page on the U.S. Department of Energy's Web site discusses energy efficiency and links to the home pages of EERE, the Weatherization Assistance Program, and FEMP.		
16. USA.GOV: Government Benefits, Grants, and Financial Aid	11,843	http://www.usa.gov/Citizen/Topics/Benefits.shtml
This page links to various federal Web sites with benefits, grants, and financial aid. It links to the Weatherization Assistance Program home page.		
17. About.com: Alternative Fuels Banner Ad	11,788	http://alternativefuels.about.com/gi/dynamic/offsite.htm
This banner advertisement included a link to the EERE Web site during FY08. Currently there is no link to EERE.		
18. Lawrence Berkley National Laboratory: Home Energy Savers	11,470	http://hes.lbl.gov/hes/makingithappen/tips_margin.html
<p>This page includes a number of links to general energy-saving tips. It includes links to the following pages:</p> <ul style="list-style-type: none"> • Consumer: Apartments • Consumer: Appliances and Home Electronics • Consumer: Exploring Ways to Use Solar Energy • Consumer: Insulation and Air Sealing • Consumer: Landscaping • Consumer: Lighting and Daylighting • Consumer: Space Heating and Cooling • Consumer: Swimming Pool Heating • Consumer: Water Heating • Consumer: Windows, Doors, and Skylights • Energy Savers Tips: Appliances • Energy Savers Tips: Heating and Cooling • Energy Savers Tips: Insulation and Sealing Air Leaks • Energy Savers Tips: Lighting • Energy Savers Tips: Solar Heating and Cooling • Energy Savers Tips: Water Heating • Energy Savers Tips: Windows 		
19. FindSolar.com	11,449	http://www.findsolar.com/
Currently includes no links to the EERE Web site.		
20. About.com: Reader Question: Natural Gas Conversion Kits	10,749	http://alternativefuels.about.com/b/2007/12/28/reader-question-natural-gas-conversion-kits.htm
This article on About.com's Hybrid Cars and Alternative Fuels section links to the AFDC Related Links search (http://www.afdc.energy.gov/afdc/related_links.html).		

1.5 Top Search Phrases and Metrics

This section includes the top search phrases from common search engines that drive visitors to the EERE Web site and the page rankings of EERE pages in the Google search engine. Also in this section are site metrics, including the number of links to the EERE Web site from other pages and the number of files on the EERE Web site.

1.5.1 Top Search Phrases

These are the top search phrases from common search engines that direct visitors to the EERE Web site.

- | | |
|-----------------------|----------------------------|
| 1. Alternative Fuels | 11. Alternative Fuel |
| 2. Heat Pump | 12. Tankless Water Heaters |
| 3. Wind Turbines | 13. Insulation |
| 4. Solar Heating | 14. EERE |
| 5. Solar Water Heater | 15. Geothermal |
| 6. Wind Energy | 16. Geothermal Heat Pumps |
| 7. Solar Energy | 17. Geothermal Heating |
| 8. Heat Pumps | 18. Storm Windows |
| 9. Energy Saving Tips | 19. Geothermal Heat Pump |
| 10. Attic Insulation | 20. Photovoltaic |

1.5.2 Top Ranking Pages in Google Searches

EERE's pages are optimized so they rank high in commercial search engines. Many of EERE's pages rank high in Google's search engine.

Search Term	EERE Web Page	Rank	# of Total Results
Alternative Fuels	AFDC Home Page	#1	2.9 million
Heat Pump	EERE Consumer Guide: Heat Pump Systems	#3	3.9 million
Wind Turbines	Wind and Hydropower Program: How Wind Turbines Work	#2	5.3 million

1.5.3 Links to EERE

According to the Google and Yahoo search engines, there are more than 150,900 links to the EERE Web site from other sites.

1.5.4 Page Count

This is the total number of files on the EERE servers including: www.eere.energy.gov, www1.eere.energy.gov, and apps1.eere.energy.gov. This table also illustrates how many of the files on the EERE Web site are documents.

Total # of Files	PDFs	Word (.doc)	Excel (.xls)	PowerPoint (.ppt)
42,421	13,542	286	374	199

2 EERE Corporate Site Areas

EERE consists primarily of two different types of Web site areas: those that are owned and maintained by the ten EERE programs and those that are managed by EERE's Office of Technology Advancement and Outreach (TAO). TAO's site areas are known as the EERE corporate site areas, and they consist of the top-level EERE site areas and pages, such as the EERE home page, the EERE Consumer site area, and the News site area.

This section highlights key statistics and achievements on the EERE corporate site areas in FY08. The audiences of these site areas can either be very specific, as is the case with site such as EERE Kids or EERE State Activities and Partnerships, or crosscutting, as is the case for sites such as Maps and Data and Financial Opportunities. The information itself is often cross-cutting and not specific to any one technology or program area.

This section includes:

- EERE Consumer: Average Number of Visitors Per Month
- EERE Consumer: The AddThis Tool
- Accomplishments on EERE Corporate Site Areas



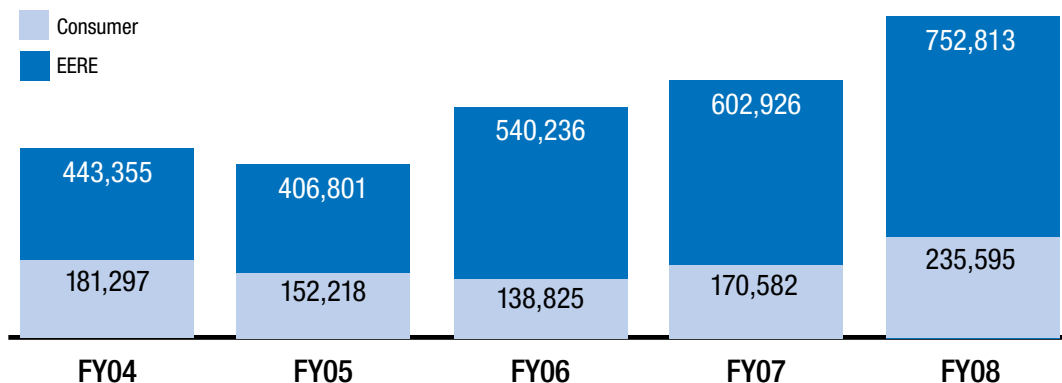
The home page of the EERE Consumer Web site area.

2.1 EERE Consumer: Average Number of Visitors per Month

The EERE Consumer Web site area (<http://www.eere.energy.gov/consumer/>) currently accounts for about one-third of all Web traffic to EERE. In FY08, visitors to the Consumer Web site area **increased by 38%**. We speculate that the increased popularity of the Consumer Web site area is a reflection of societal trends of consumers looking for ways to improve their energy savings and also to take actions to reduce harmful impacts to the environment.

This graph shows the average number of visitors per month to the EERE Consumer Web site area and the relationship to the overall number of EERE visitors.

**Average Number of EERE Consumer Visitors per Month
FY03 – FY08**



2.2 EERE Consumer: The AddThis Tool

On July 1, 2008, the EERE team added the AddThis bookmark utility to the EERE Consumer Guide. This utility allows users to bookmark pages in their personal bookmarks or on social networking sites such as Delicious, Facebook, and many others. As of October 1st, 2008, the utility has been used 623 times.

2.2.1 Top 10 Pages Bookmarked Using AddThis

These are the top 10 pages on EERE Consumer that were bookmarked in any service using the AddThis tool.

Rank	Page	# of Bookmarks
1	Solar Water Heaters	28
2	Selecting and Installing a Geothermal Heat Pump System	27
3	Do-It-Yourself Home Energy Audits	27
4	Geothermal Heat Pumps	23
5	Wind Power Animation	18
6	Air-Source Heat Pumps	18
7	Your Home	17
8	Demand (Tankless or Instantaneous) Water Heaters	14
9	Types of Geothermal Heat Pump Systems	12
10	Radiant Heating	12

2.2.2 Bookmarks by Social Media

The following chart shows the percentages of the bookmarked pages on EERE that were bookmarked or shared in each service.

Bookmarking Service	Percent of Total Bookmarks*
Favorites	61%
Google Bookmarks	18%
Yahoo Bookmarks	4%
Del.icio.us	3%
Facebook	3%
myAOL	2%
Yahoo MyWeb	2%
MySpace	1%
StumbleUpon	1%
MSN Live	1%
Propeller	1%
Other	4%

*Approximate. These percentages were gathered on October 29, 2008, when 860 bookmarks had been used. Exact percentages for usage in FY08 are not available, but follow similar trends.

2.3 Accomplishments on EERE Corporate Site Areas

The following list includes the most notable accomplishments on the EERE corporate site areas during FY08.

Home Page News Stories (http://www.eere.energy.gov/news/daily_news_archive.cfm)

Fifty-three home page news stories were posted in FY08. Home page news stories are posted in the center space of the EERE home page to announce important and timely events. For a complete list of all home page news stories posted in FY08, see Appendix C.

EERE Home Page Features (<http://www.eere.energy.gov/news/features.cfm>)

Twenty-six features were displayed on the EERE home page during FY08. For a complete list of all FY08 home page features, see Appendix E.

EERE Home Page Update (<http://www.eere.energy.gov/>)

On September 8, 2008, EERE launched its updated home page. This new design featured a rotating news box and a new layout that emphasized key content.

Commercialization Web Site Area (<http://www.eere.energy.gov/commercialization/>)

The new EERE Commercialization & Deployment Web site area went live on September 12, 2008. This new site area was added to the list of EERE Offices on the EERE home page. This site area provides information about EERE's Commercialization Team, which works with DOE's national laboratories to move new technologies through the commercialization process.

EERE Information Center Redesign (<http://www.eere.energy.gov/informationcenter/>)

The redesign of the EERE Information Center (EIC) page went live on August 13, 2008. The new layout includes an easy-to-scan list of popular topics, which were based on the site areas that EIC receives the most questions about. The new layout was designed to put these popular site areas at the forefront of the page.

EERE Kids Site Area (<http://www.eere.energy.gov/kids/>)

The EERE Kids Web site area featured three different looks in FY08. At the beginning of FY08, the site area reflected the Ratatouille campaign with Disney. After the campaign ended, the EERE Web Team created a new version of the EERE Kids site area that used much of the old layout while replacing the Ratatouille content with new, original work. In September 2008, the Kids site area was redesigned by Ad Council as part of a new Tinker Bell campaign with Disney.

International Site Area (<http://www.eere.energy.gov/international/>)

The International site area went live on April 14, 2008. The new EERE International site area was added to the list of EERE Offices on the EERE home page. This site area provides information about all of EERE's international agreements, emphasizing Memorandums of Understanding.

Maps & Data Site Area (http://www.eere.energy.gov/maps_data/)

The Maps & Data Web site area went live on July 15, 2008. The site area was created to provide a top-level gateway that would lead to all map- and data-related content on the EERE Web site, so site users could easily find relevant information without searching through each individual EERE program site area.

Recent Accomplishments (http://www.eere.energy.gov/news/recent_accomplishments.cfm)

The Recent Accomplishments pages went live on March 11, 2008. These pages were designed to be a quick, one-stop location for the media to find information about important news, programs, announcements, and events in which EERE was involved.

3 News

EERE offers a large variety of topic-specific newsletters as well as three major corporate-level newsletters. EERE Network News covers new events in energy efficiency and renewable energy and press releases from the U.S. Department of Energy, with a general emphasis on government actions. Progress Alerts are short, alert-style e-mails that are used to announce timely new events and accomplishments within the Office of EERE. EERE Program News covers news and technologies from within the EERE programs.



The home page of the EERE News Web site area.

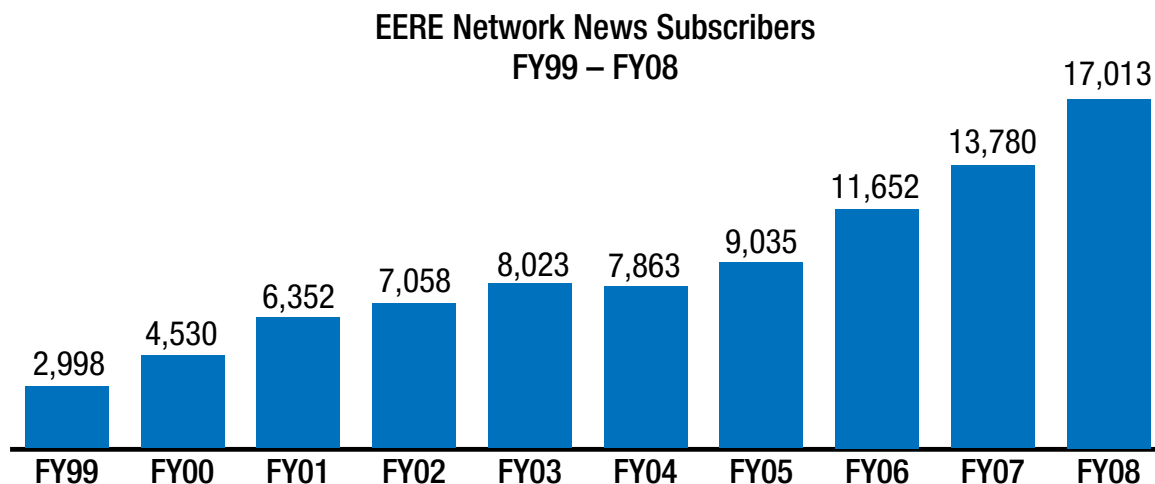
These vehicles are the public voice of EERE and help inform a wide variety of stakeholders about how DOE and other government agencies are advancing these technologies. They also present the official government viewpoint on controversial subjects, such as climate change; the integration of wind power with the grid; or the impact of ethanol production on food prices, energy consumption, and greenhouse gas emissions.

This section includes:

- EERE Network News
- Progress Alerts
- EERE Program News
- Use of Corporate News Content by EERE Programs

3.1 EERE Network News

EERE Network News (ENN) is a weekly newsletter that is distributed via the EERE Web site (<http://apps1.eere.energy.gov/news/enn.cfm>), the ENN RSS feed, and text and HTML e-mail. The following numbers reflect ENN's total number of e-mail subscribers.



3.1.1 EERE Network News Accomplishments

EERE Network News Survey

An ENN online survey was conducted from March 25, 2008, to April 22, 2008. Out of the roughly 16,000 subscribers at that time, 874 ENN readers responded to the survey during the month it was posted. The survey generally indicated that readers were happy with the length, frequency, and format of the newsletter. A summary report concluded that multiple RSS feeds by subject would be a desirable enhancement of this news service.

Removing Old EERE News Results from EERE Search

With more than 42,000 files on the EERE Web site, the EERE search tool often returns overwhelming numbers of results. In FY08 we began to reduce this clutter by only indexing news items from the last two years when users conduct searches from the EERE home page. Consequently, 1,400 fewer items appear in the EERE search results. More steps will be taken to address EERE search in FY09.

GovDelivery Identified as New Tool

In FY08, GovDelivery was chosen as the new e-mail delivery tool to be used for EERE's three newsletters. This new tool will reach a higher number of users because its e-mails will not be listed as spam or rejected by commercial e-mail services.

3.1.2 Use of EERE Network News Articles in Other Publications

In FY08, ENN articles continued to be picked up and re-issued by other news sources. The November 2007 edition of the Oklahoma Electric Cooperative News included an ENN article on the Energy Information Administration's winter fuels forecast and ran it on page 3—the first news page of the 20-page magazine. ENN's editor also worked with Mother Earth News to get them to reprint ENN articles in an e-newsletter and online articles. They ran nine stories this year, with many of them landing on the publications' "most popular articles" blog.

Other publications running full-text reprints of ENN articles include Energy Central, an e-publication for energy professionals, which reprinted 76 full articles, two of which landed in the "Top Stories" category of their newsletter, with one of those landing at the very top. In addition, full articles were reprinted in Western's "Green Power and Market Research News" nine times, in California's "Flex Your Power e-Newswire" once, and in Lizana Pierce's tribal energy e-mail once. Uncredited reprints of articles were also included once each in ClimateWire (from E&E Daily) and Wind Energy Weekly, and twice in SustainableBusiness.com. The latter Web site publishes full-text versions of the entire newsletter each week.

ENN was also included in short citations in Washington State University's Energy Newsbriefs nine times, in EnergyAg Newsbriefs three times, and 23 times in the NCPV Hotline.

3.1.3 Use of EERE Network News Articles by its Readers

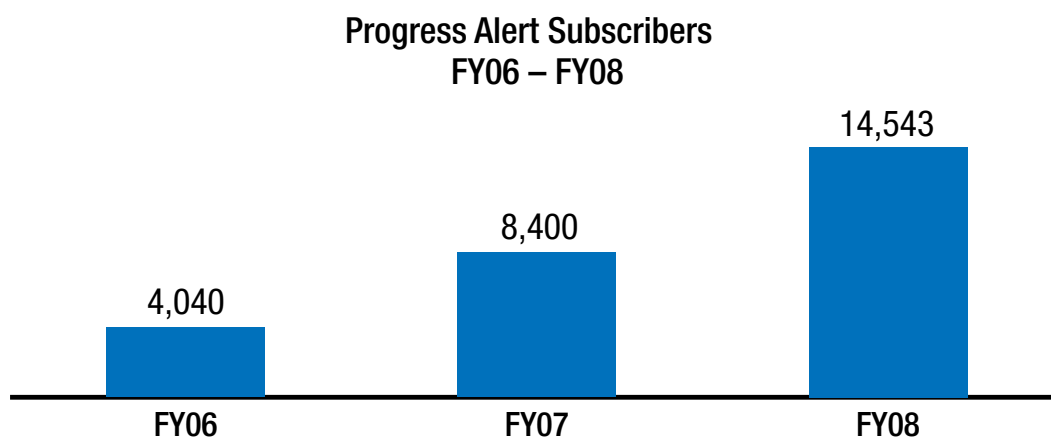
One of the most revealing questions on the ENN survey was, "How have you used the information you've read in the EERE Network News?" The answers to this question demonstrated the value of ENN's articles to its readers.

Of 874 respondents, a surprising 45% said they had used information from the newsletter in their home or work projects. In addition:

- 21% said they had contacted a company that they read about in the newsletter
- 19% said they used the information in a newsletter or other publication
- 14% said they had promoted a new policy or legislation as a result of a news article
- 11% contact DOE after reading an article
- 11% said they contacted their local, state, or federal representatives
- 8% bought a product from a company mentioned in the newsletter
- 8% invested in a company mentioned in the newsletter
- 5% applied for or received funding for an energy or research project as a result of a news article
- 4% applied for or received a tax credit as a result of a news article.

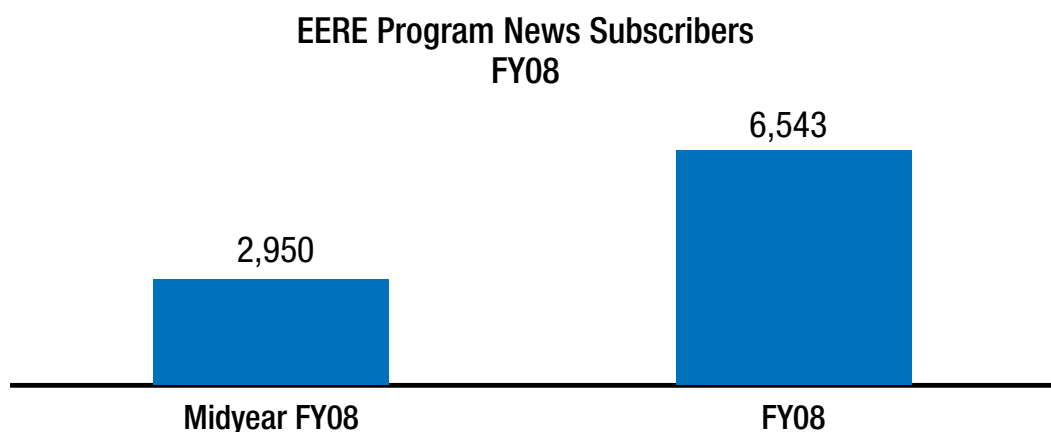
3.2 Progress Alerts

Progress Alerts are short, timely updates that are e-mailed to subscribers on the Progress Alerts mailing list whenever new technology information or DOE or EERE updates are released. Thirty-four Progress Alerts were sent out during FY08 (http://www1.eere.energy.gov/news/progress_alerts/). For a complete list of all Progress Alerts sent out in FY08, see Appendix D. The following numbers reflect Progress Alerts' total number of e-mail subscribers.



3.3 EERE Program News

EERE Program News is a monthly newsletter that covers EERE program news, DOE policies, and new energy-related technologies. It is the newest addition to EERE's lineup of electronic news products and was added to the EERE site in April 2008. The midyear FY08 subscription numbers are offered here for comparison.



3.4 Use of Corporate News Content by EERE Programs

EERE manages a “News and Events Database,” which allows content owners from the programs to input news stories for their respective EERE site areas. When a press release or ENN story is inputted, the EERE programs can pull these stories onto their own site areas. This shows how corporate-level news content is leveraged throughout the EERE Web site.

In FY08, 38 site areas used stories from ENN and press releases 1,013 times.

Biomass Program		# of News Items Used
Biomass Program Home Page		24
Building Technologies Program		# of News Items Used
Building Technologies Program Home Page		45
Building America		40
Retailer Energy Alliance		11
Appliance Standards		8
EnergySmart Hospitals		2
EERE Corporate Site Areas		# of News Items Used
EERE Consumer		83
EERE State Activities and Partnerships		68
EERE International Activities		22
EERE Financial Opportunities		19
Federal Energy Management Program		# of News Items Used
Sustainable Design		15
Federal Energy Management Program Home Page		14
Transformational Energy Action Management Initiative		2
Geothermal Technologies Program		# of News Items Used
Geothermal Technologies Program Home Page		8

Industrial Technologies Program		# of News Items Used
Inventions and Innovations		35
Energy Systems		31
Aluminum		28
Chemicals		27
Combustion		27
Petroleum		26
Mining		25
Forest Products		20
Steel		20
Metal Casting		14
Sensors and Automation		14
Energy Intensive Processes		11
Fuel and Feedstock Flexibility		11
Industrial Assessment Centers		11
Industrial Distributed Energy		11
Nanomanufacturing		11
Industrial Materials for the Future		9
Glass		1
Solar Technologies Program		# of News Items Used
Solar Technologies Program Home Page		79
Solar America Initiative		35
Vehicles Technology Program		# of News Items Used
Vehicles Technology Program Home Page		134
Wind and Hydropower Technologies Program		# of News Items Used
Wind and Hydropower Technologies Program Home Page		66
Weatherization and Intergovernmental Program		# of News Items Used
Weatherization and Intergovernmental Program Home Page		4
State Energy Program		2

4 Social Media

EERE began in FY08 to study the different social media tools and to research the extent to which they could and should be used within the EERE Web site. There are several different definitions that exist for social media. For EERE, the term is used to define a set of Web tools that focus on interaction with users.

This section discusses EERE's work in FY08 to develop standards for and to implement different kinds of social media.

Addition of AddThis on Consumer (http://www.eere.energy.gov/consumer/your_home/)

The AddThis tool was added to the Consumer site area on July 1, 2008. This social bookmarking tool allows readers of the Consumer Guide to send a page that interests them to any of their favorite social bookmarking Web sites, such as Digg. The AddThis tool on the Consumer Web site area makes it easy for users to quickly and easily keep track of, share, distribute, and comment on content that they find interesting on the Consumer Web site area.

EERE Blog Policy (http://www.eere.energy.gov/communicationstandards/content/blog_policy.html)

The EERE Blog Policy was posted on September 22, 2008. This new policy describes the process for applying for a blog and explains the startup costs, maintenance costs, and hosting standards. It also outlines requirements for managers and blog content writers on EERE.

Stay Warm, Save Money Widget (http://www.energysavers.gov/partner_materials.html)

As part of the Stay Warm, Save Money campaign, EERE created a widget that visitors can place on their own Web sites or blogs. The widget is updated weekly with a new energy tip, allowing users to display updated content from EERE while driving traffic to EERE resources.

Wikipedia and EERE

A report was developed in FY08 that analyzed the number of times the EERE Web site was used as references on Wikipedia articles. As of July 7, 2008, there were 353 links from Wikipedia articles to the EERE Web site. The results of this research, along with suggested recommendations, were presented to the EERE Web Coordinators meeting in August 2008.

Energy Savers Blog Baseline Analysis

Before the Energy Savers Blog was launched, EERE conducted a baseline analysis using Digg and Technorati to research popular blogs that cover the topics of energy efficiency and renewable energy. It was determined that there was a niche available for a consumer-oriented, tip-focused, energy-savings blog.

Energy Savers Blog (<http://eere.typepad.com/energysavers/>)

The Energy Savers Blog went live on September 2, 2008. New entries are posted approximately two times a week, and nine entries were made in the month of September. Blog posts are overseen by the managing editor, Allison Casey, and written by Drew Bittner, Jennifer Carter, Allison Casey, John Lippert, and Elizabeth Spencer.

5 EERE Web Site Redesign

GTI Federal was tasked with proposing and implementing a redesign of the EERE home page and the EERE Web site. In FY08, GTI carried out two phases in this redesign process: the research phase, the information architecture phase. GTI is currently working on the inventory reorganization phase. After completing these phases, GTI Federal will propose its redesign of the site.

Research Phase

A research phase to baseline the EERE Web site was initiated in early November 2007. Extensive research about the site included data about the site's content; information about key EERE stakeholders and EERE Web site audiences; existing EERE strategic goals; current EERE Web site guidelines; and other relevant information. In addition, stakeholder interviews were conducted, and usability testing with 20 volunteers was led by Human Factors International.

A "Requirements Analysis Report" summarized all of the research findings, presented the personas of the five primary EERE Web site audiences, presented findings from the usability testing, and set forth key recommendations based on all findings. Key findings and recommendations focused on:

- improving navigation throughout by instituting global navigation
- improving relevancy of searches by de-cluttering the site
- improving scope of the site by developing a user-centric information architecture
- improving site branding and portrayal of information with tagline descriptive of the site
- improving effectiveness of site visual design through simplification of layout, and introduction of interactive elements.

These were reviewed by the EERE Web Team, and a detailed Implementation Plan was developed with prioritized recommendations outlining the next steps. The Report and Plan were presented to the TAO Director for review and buy-in before moving forward.

Information Architecture Phase

More than 60 volunteers representing all of the five key EERE Web site audiences were recruited to participate in a card sort/PET sort activity. The concept was to have individuals sort the same list of terms (representative of terms used throughout the entire EERE Web site). The volunteers were asked what terms they think belong together, and then named each grouping with a word or words that described the set of items it contains.

The PET sort (persuasion, emotion, and trust) activity provided an understanding of what things are important to the participants and when they think they might want to find them on a Web site. The result was a list of seven global navigation category titles.

A second group of more than 30 volunteers was recruited for a reverse (or closed) card sort where they were asked to sort the same set of terms into the seven categories. This step was used to validate the card sort—the volunteers most often sorted the terms into the same seven categories. Analysis of this data was used to develop a new information architecture that reflects how the site could be designed with the users in mind. A set of wire frames was prepared, as well as a visual representation showing how a new layout could look with the existing EERE Web site content.

Inventory Reorganization

An important element of the redesign is to implement a de-cluttering of the content throughout the EERE Web site. A concept was developed explaining how this could be accomplished, through establishment of a Technical Reference site to better accommodate visitors to the site, allowing for focused searches on relevant content, and providing an appropriate site to house a significant portion of current EERE Web assets that are considered low usage.

Procedures are being developed, and a thorough inventory of program site assets is being readied so each program manager can review and identify where all assets should be housed.

6 RedDot and EERE Hosting Environment

EERE continued its efforts during FY08 to consolidate the EERE site into a more controlled hosting environment and to enhance the security, stability, and reliability of that hosting environment through the services of the DOE/Energy Enterprise Solutions team dedicated to EERE Web hosting and applications management.

The official EERE hosting environment currently consists of the EERE Centralized Web Hosting Environment (ECWHE), which resides at the Department of Energy's Forrestal building in Washington, D.C.; the Application Hosting Environment (AHE), which resides at the Department of Energy's Germantown, Maryland, location; and the National Renewable Energy Laboratory (NREL) application servers, which reside at the NREL facility in Golden, Colorado.

This section provides an overview of the accomplishments EERE has made this year toward centralizing and securing their Web site content.

Migrating EERE Web Site Areas into the RedDot Content Management System (CMS)

In FY08, EERE continued its effort to migrate EERE's new, existing, and redesigned non-application-driven sites into the RedDot CMS at ECWHE. Moving site areas into RedDot helps EERE centralize and control EERE's Web site templates, allows non-technical people to edit their site areas, and provides workflow processes so new or edited pages undergo a quality assurance process before they are posted to the live server.

In FY08, EERE added 24 new site areas to RedDot—thirteen were new site areas, and eleven were redesigns or straight migrations of existing EERE site areas. Each site area was brought into compliance with the EERE standards during its move into RedDot. As of the end of FY08, there were 86 site areas in RedDot.

Consolidating EERE's HTML Web Site Areas that Are Not Candidates for RedDot

At the very end of FY08 (October 2), EERE continued to consolidate its Web content by moving the remaining non-application-driven Web content, including the EERE home page, that will not be migrated into RedDot from the NREL server over to the AHE in Germantown.

Enhancing the ECWHE Server Security, Stability, and Reliability

EERE enhanced the security, stability, and reliability of the ECWHE servers by:

- Conducting weekly Watchfire scans and mitigating any high or medium issues that might make the sites more vulnerable to cyber attacks
- Adding certificates to enable EERE to serve Web pages over a secure connection
- Completing several upgrades to Cold Fusion to improve the environment stability
- Performing ongoing server maintenance.

General RedDot Maintenance and Support

EERE continued in FY08 to support users of RedDot by providing trainings for new users, updating the custom RedDot user guide, maintaining user accounts, upgrading the system and the EERE templates, and troubleshooting problems.

Collaboration Web Sites

This year, EERE acquired the ability to set up collaboration sites to aid in sharing and editing documents, tracking tasks, and organizing discussions. The EERE Web Team has set one up, and is in the process of testing it for future EERE applications.

Password Protected Sites

EERE has also acquired the ability this year to password protect sites when necessary, in order to restrict traffic to specific users. This was first implemented on the TEAM Initiative Extranet site area in February.

7 Site Feedback

One way to gauge the effectiveness of a site is to listen to the direct feedback received from users of the EERE Web site. In FY08, the EERE Web site received direct feedback from users of the site in a variety of formats. By analyzing this feedback, it becomes possible to develop plans to improve and enhance the content on the EERE Web site.

This section provides an overview of all prominent direct feedback the EERE Web site received in FY08.

EERE Site Analysis by Brian Lamb

Late in 2007, Brian Lamb, an associate of Gerry McGovern, conducted a usability review of the EERE Web site. On December 18, 2007, he presented his findings to the EERE Web team. In his presentation, he provided a number of suggestions and recommendations about how EERE could reduce clutter on the site; make search easier to use; and how to use, organize, arrange, and limit content so that users can find what interests them. EERE used this analysis to begin an enterprise-wide discussion of identifying and displaying top tasks on the various EERE site area home pages, including the EERE home page.

Feedback Mechanisms on the Consumer Web Site Area

The Feedback Mechanisms on Consumer were first deployed as a pilot on December 15, 2007. The feedback boxes ask readers whether or not they found the content they were looking for, and allow users to leave a comment. These comments are used to see how readers view the site and to improve the site area. The feedback mechanisms were added throughout the Consumer site area on June 25, 2008.

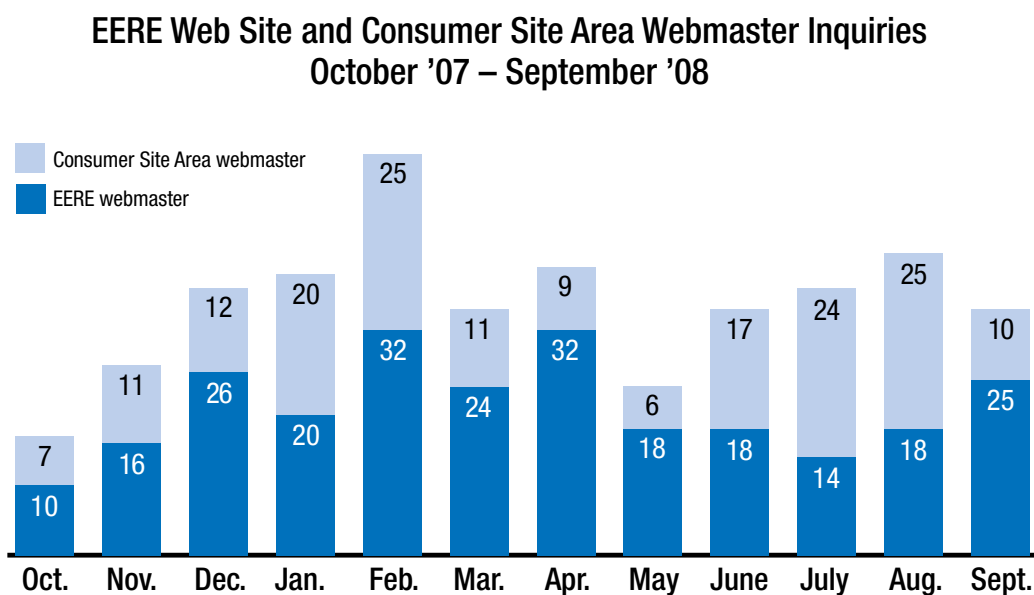
From December 15, 2007, to September 30, 2008, 21,985 people used the feedback mechanisms, 982 of which left comments on the content. Of the 21,985 respondents, 15,699 reported that they found what they were looking for and 6,316 did not. Of the 982 who left comments, 490 said they found what they wanted and 492 said they did not. We are evaluating these comments as part of a planned redesign of the site area in FY09.

Usability Testing for the EERE Redesign

Usability testing was conducted on the site by Human Factors International as part of GTI Federal's initial research in redesigning the EERE Web site. This usability testing included eye tracking and heatmap charting, area of interest analysis, and task-oriented usability testing. See section 5, EERE Web Site Redesign, for more information about this usability testing.

EERE Web Site and Consumer Site Area Webmaster Inquiries

Every site on the EERE Web site has a webmaster mail address where site users can direct questions or requests. The EERE webmaster and the Consumer Site Area webmaster receive the most emails. This graph shows the total number of inquiries received and answered in FY08.



Please note that Consumer webmaster inquiries in July and onwards include some responses to questions left via the Feedback Mechanisms.

Appendix A: The EERE Web Team

The EERE Web Enterprise is managed by the U.S. Department of Energy, with the assistance of the National Renewable Energy Laboratory (NREL), Energy Enterprise Solutions (EES), and GTI Federal.

The EERE Web Team members cover the full range of competencies needed to manage and develop a successful Web enterprise: user research, site strategy, technology strategy, content strategy, abstract design, technology implementation, content production, concrete design, and project management.¹

Sarah Kirchen, DOE, EERE Web Enterprise Manager

The EERE Web Enterprise Manager, Sarah Kirchen, manages the EERE Web site. She approves all new sites, domain requests, and new navigation, and directly oversees all changes made on the EERE corporate level (i.e., non-program) sites. The EERE Web enterprise manager represents EERE at DOE Web policy meetings, manages TAO and EERE Web contractors, and oversees redesigns, new Web applications on EERE corporate-level pages, and overall EERE Web publishing and reporting.

Drew Bittner, DOE, EERE Web Project Manager

The EERE Web Project Manager, Drew Bittner, manages daily updates and features on the EERE corporate sites, creates new corporate pages and projects to enhance the EERE Web site, and leads EERE's social media activities.

While the three supporting organizations have a full range of competencies, their primary roles are listed below.

National Renewable Energy Laboratory	Energy Enterprise Solutions	GTI Federal
Primary Roles	Primary Roles	Primary Roles
<ul style="list-style-type: none"> • Site Strategy • Content Strategy • Content Production • Concrete Design • Technology Implementation (including Web 2.0) 	<ul style="list-style-type: none"> • Technology Strategy • Technology Implementation <ul style="list-style-type: none"> • Hosting • Content management system • Web applications 	<ul style="list-style-type: none"> • EERE Web Redesign • User research • Abstract design
Staff Listing	Staff Listing	Staff Listing
Leslie Gardner— NREL Project Leader Allison Casey — Corporate Content Coordinator Kevin Eber — Editor, EERE Network News Shauna Fjeld — Technical Team Lead Marsha Luevane — Information Architect, Search Specialist, Statistics Analyst Elizabeth Spencer — Web Writer, Project Manager	Larry Flanigan — Program Manager Michael Thomas — EERE Web Technical Manager Alex Clayborne — Technical Team Lead Karl Chan — Lead Developer Pallavi Gupta — Developer Ian McLemore — Developer Wendy Littman — Production Team Lead John Lippert — Project Manager Lawrence Wiggins — Project Manager	Janis Adkins — Program Manager Alicia Cavell — Analyst, Writer Scott Shackleford — Analyst, Web 2.0 Developer Erzsebet Etl — Web Designer Jamie Daily — .NET Web Developer

¹The Nine Pillars of Successful Web Team, Adaptive Path, <http://www.adaptivepath.com/ideas/essays/archives/000242.php>

Appendix B: EERE Web Coordinators

EERE Web Coordinators are responsible for overseeing the development and upkeep of the EERE site areas. This is a complete list of the FY08 Web Coordinators.

Program	Program Web Coordinator
Business Administration	Michael York (Business Administration) Rey Agront (Information and Business Management Systems) Allan Hoffman (Planning, Budget and Analysis)
Biomass	Shabnam Fardanesh
Buildings	Anthony Perkins
EERE Corporate	Sarah Kirchen Andrew Bittner
Federal Energy Management Program	Joseph Konrade Amanda Sahl
Geothermal	Alethia Marble
Golden Field Office	Jack Jenkins Roselle Drahushak-Crow
Hydrogen, Fuel Cells, and Infrastructure	Christy Cooper
International	Jihan Quail
Industrial Technologies Program	Elliott Levine
Solar	Kathleen Bolcar
Vehicles	Brandon Tarbert
Wind and Hydropower	Patrick Gilman
Weatherization and Intergovernmental	Teresa Carroll

Appendix C: EERE Home Page News Stories

The EERE home page includes a space for news stories, which are updated regularly as news is announced. As of the end of FY08, these home page news stories can be suggested by anyone in the office of EERE. This list includes all Home Page News Stories posted between October 1, 2007, and September 30, 2008.

October 2007

October 29 – Office of Energy Efficiency and Renewable Energy Announces Entrepreneur in Residence Program

October 22 – German Team Wins Solar Decathlon 2007

October 16 – Architecture, Communications Awards Announced at Solar Decathlon

October 12 – Secretary Bodman Cuts the Ribbon at Solar Decathlon 2007

October 09 – Solar Decathlon Brings Solar Homes to Washington, DC

October 05 – DOE Promotes the Change a Light, Change the World Campaign

November 2007

November 29 – Assistant Secretary Announces New Solar Initiative

November 20 – Assistant Secretary Karsner Visits China

November 16 – Elementary School Inspired by the Solar Decathlon

November 07 – CBS Sunday Morning Show Covers Solar Decathlon

December 2007

December 21 – Assistant Secretary Talks to Fortune about New Energy Bill

December 20 – Assistant Secretary Karsner Represents the United States at the 2007 United Nations Framework Convention on Climate Change

December 14 – Karsner Discusses LEDs on NBC

December 12 – Memorandum Signed between U.S Department of Agriculture, DOE, and China

January 2008

January 29 – Secretary Bodman Announces \$114 Million in Biorefinery Investment by DOE

January 28 – Hawaii Clean Energy Initiative Launched

January 10 – Assistant Secretary Alexander Karsner Participates in NSF Program in Antarctica

February 2008

February 26 – Assistant Secretary Karsner Delivers Keynote at Renewable Fuels Association Conference

February 22 – 64-Megawatt Concentrating Solar Power Plant Opens Outside Las Vegas

February 15 – U.S. Department of Energy Challenges U.S. Homebuilding Industry

February 01 – DOE to Help Increase Energy Efficiency at Marine Sanctuaries

March 2008

March 28 – DOE Provides up to \$2.4 Million to Advance Solar Energy in 12 U.S. Cities

March 25 – DOE Pledges \$3.5 Million for Auto X PRIZE Education and Outreach

March 06 – Department of Energy and Electric Power Research Institute Cooperate to Increase Energy Efficiency

April 2008

April 24 – DOE Responds to TIME Magazine’s Criticism of Ethanol

April 23 – “Operation Change Out” Spurs Efficient Lighting at Military Bases

April 22 – EERE Celebrates Earth Day

April 14 – DOE Offers Up to \$4 Million to U.S. Universities for Biofuels Research

April 11 – Secretary Celebrates Boston as a Solar America City

May 2008

May 28 – Department of Energy Seeks to Invest up to \$130 Million in Advanced Fuel Cell Technology, Adds Hydrogen Fuel Cell Vehicle to Fleet

May 21 – DOE and Israel Agree to Increase Cooperation on Renewable Energy and Efficiency Technologies

May 12 – New Report Analyzes the Possibility of 20% Wind Energy by 2030

May 09 – Assistant Secretary Karsner Visits Pacific Northwest National Laboratory

May 05 – DOE Makes up to \$60 Million Available for Concentrating Solar Power Research

June 2008

June 26 – DOE and Freedom Prize Foundation Launch Cooperative Efforts for Freedom Prizes

June 20 – Utilities to Join DOE's Plug-In Hybrid Efforts

June 16 – Assistant Secretary Karsner Testifies on “Food versus Fuel”

June 12 – Assistant Secretary Karsner Receives Energy Efficiency Forum Public Service Award

June 12 – Up to \$30 Million in Funding for Plug-in Hybrid Electric Vehicles (PHEV) Announced

June 02 – DOE Signs Agreement with Wind Energy Industry Leaders, Aims at 20% Electrical Generation by 20.30

July 2008

July 31 – Update: Industry Responds to Karsner Departure

July 25 – U.S. and New Zealand Launch International Partnership to Develop Clean Energy on Island Nations

July 23 – Senior DOE Official Announces Launch of EERE's EnergySmart Hospitals

July 07 – DOE and Sweden Sign MOU to Advance Market Integration of Plug-in Hybrid Vehicles

July 03 – DOE Announces Solicitations for \$30.5 Billion in Loan Guarantees

July 01 – DOE Expands International Effort to Develop Fuel-Efficient Trucks

August 2008

August 27 – EERE Kicks Off Old Refrigerator Recycling Effort

August 15 – DOE Announces Up to \$15.3 Million for Long-Term Hydrogen Vehicle Development

August 12 – Under Secretary Albright Test Drives Clean Diesel at DEER Conference

August 06 – DOE Pursues Zero-Net Energy Commercial Buildings

September 2008

September 30 – DOE Kicks Off National Alternative Fuel Vehicle Day Odyssey

September 17 – Deputy Assistant Secretary Honored with Service to America Medal

September 12 – New Campaign Encourages Tweens to Make Smart Energy Choices

Appendix D: EERE Progress Alerts

Progress Alerts are released when major news or events are announced from the EERE programs. These alerts are sent out to a mailing list when they are posted. They are also available on the EERE Web site. This is a list of all Progress Alerts that were posted between October 1, 2007, and September 30, 2008.

October 2007

October 30 – DOE Announces Solicitation for 2008 Solar America Cities

October 30 – Sacramento Municipal Utility District Wins DOE Wind Power Pioneer Award

October 26 – Redesigned Web Sites Highlight Petroleum Reduction Options

October 16 – EE Global Forum, November 11-14, Washington DC

October 9 – Assistant Secretary of Commerce David Bohigian to Lead U.S. Department of Commerce -sponsored Clean Energy Trade Mission 2008 to China and India, January 8–13, 2008

November 2007

November 29 – Save Energy Now Awards State Industrial Assessment Projects

November 29 – DOE and Wisconsin Launch Industrial Efficiency Partnership

November 29 – Office of Energy Efficiency and Renewable Energy (EERE) EERE Announces the Release of an Enhanced Planning, Budget, and Analysis (PBA) Web Site

December 2007

December 14 – Request for Proposal Issued for the Solar Energy Grid Integration Systems program (SEGIS).

February 2008

February 13 – DOE Supports Creation of an Enhanced Geothermal System, Desert Peak, NV

April 2008

April 22 – EERE Celebrates Earth Day with Energy.Gov Tips & Info

April 16 – US Department of Energy Issues Lab Call for Partnerships on Nanotechnology Research

May 2008

May 29 – U.S. Department of Energy Announces Bright Tomorrow Lighting Prize Competition

May 29 – Mystic Seaport Museum Selected for Solar America Showcases Award

May 28 – Department of Energy Seeks to Invest up to \$130 Million in Advanced Fuel Cell Technology, Adds Hydrogen Fuel Cell Vehicle to Fleet

June 2008

June 24 – Aspen Wins DOE Wind Power Pioneer Award

June 16 – Clean Energy and Environment Trade Mission

June 11 – Industrial Technologies Program Launches Southeast Industrial Energy Efficiency Initiative

July 2008

July 25 – U.S. and New Zealand Take Steps to Launch International Partnership to Further Development of Clean Energy on Island Nations, Encourage Use of Renewable Energy Resources

July 15 – Upcoming Application Deadline for U.S. Department of Commerce Trade Mission to China and India.

July 14 – Caribbean Regional Sustainable Energy Seminar, July 23

July 7 – Alternative Fuel Station Locator Now Online

August 2008

August 8 – U.S. Department of Energy Announces Funding Awards for Renewable Systems Interconnection Support

August 8 – DOE announces three new Solar America Showcase awards.

August 5 – DOE Save Energy Now Assessments Lead to Savings of More Than \$1.5 Million for Three U.S. Industrial Manufacturing Facilities

August 4 – Energy Department Funding Supports Universal Display Corporations White OLED Technology Major Milestone for Solid-State Lighting

September 2008

September 23 – Save Energy Now Assessments Reveal Opportunities for Steel Industry to Reduce Energy Consumption and Save Money

September 17 – Steven G. Chalk, Deputy Assistant Secretary, Honored with Service to America Medal

September 15 – DOE and Ad Council Launch Energy Efficiency Campaign for Youth

October 2008

October 8 – 20% Wind Energy by 2030 Roadmap Workshop, October 6–7, Arlington, VA

October 3 – DOE Recognizes High-Performing Plants with 2008 Save Energy Now Awards

October 2 – DOE's Energy Savers Website Helps Consumers Stay Warm, Save Money

October 1 – American Le Mans Series Petit Le Mans Green Challenge Features Green Racing Protocols

October 1 – Department of Energy Releases Guide to Financing EnergySmart Schools

Appendix E: EERE Home Page Features

Home Page Features are small graphics that are posted on the far right column of the EERE Web site. These are used to promote new sites, documents, and events. These are the features that were posted on the EERE Web site during the period of October 1, 2007, to September 30, 2008.

Twenty-six features were shown on the EERE home page during FY08.

- 20 in 10
- Volunteer at EERE
- October Is Energy Awareness Month
- Solar Decathlon
- Investor Technology Showcase
- Why Wait? Industry: Save Energy Now. Apply Today!
- Get Smart About Energy: K-12 Energy Lessons & Activities
- Major Economies Meeting
- Assistant Secretary Speaks at Bali Climate Change Convention
- State of the Union
- Ethanol Myths and Facts
- Hawaii Clean Energy Initiative
- FY09 Budget
- \$10 Billion in Loan Guarantees for EERE Tech
- TEAM Initiative – Leading the government by example in energy savings
- Solar America Cities
- Commercialization Initiatives and Opportunities
- AFDC – Alternative Fueling Station Locator
- Entrepreneur in Residence Q&A
- WIREC Report
- Energy Star Campaigns
- Energy Savers Blog
- Energy Information Center
- Middle East Business Development Mission
- 2008 Denver National Renewable Energy Marketing Conference
- FEMA Hurricane Information

